

## THE IMPORTANCE OF CALLIGRAPHY ART TODAY

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### Annotation:

In the following article, The Art of calligraphy, that is, the art of beautiful writing, today it is not only a way of writing, yet it occupies an important place as a work of art and kind of aesthetic expression.

**Keywords:** beautiful writing, artistic writing, aesthetic value, art, creativity, personal expression, and meditation.

**Аннотация:** В следующей статье речь пойдет об искусстве каллиграфии, то есть искусстве красивого письма, которое сегодня является не только способом письма, но и занимает важное место как произведение искусства и вид эстетического самовыражения.

**Ключевые слова:** красивое письмо, художественное письмо, эстетическая ценность, искусство, креативность, самовыражение и медитация.

Calligraphy is a type of artistic activity that includes beautiful letters, patterns, and writings. It has very deep roots in the cultures of ancient times. At first, it appeared for the record of religious and cultural heritage-valued in the contemporary world as the way of creative self-expression, aesthetic pleasure, and cultural wealth. The origin of calligraphy, which was formed and developed in the culture of various peoples over many millennia, included:

**Eastern world:** The art of calligraphy has a peculiar importance, especially in the Arab and Islamic world, and widely used in Quran writing, religious inscriptions, and decoration patterns in mosques. Various styles have developed in Arabic calligraphy: Kufic, Naskh, Divani, and other patterns.

**China vs. Japan:** the calligraphy in East-Asian culture has reached a real artistic level in the style of writing. Chinese and Japanese writing takes on artistic form and meaning, and this art is often associated with meditation and inner peace.

**Europe:** Calligraphy in Europe was applied to the handwriting of books during the middle Ages. The Latin alphabet and the art of European calligraphy flourished, and the tradition of decoration for books, religious texts, and letter decoration continued. The main features of calligraphy are that calligraphy is the art of working with beautiful writing, placing the letters beautifully, and matching them together. In calligraphy, following are considered the main features:

**Aesthetic Balance:** The shape, size, and placement of the letters of the moment should be in balance.

**Originality:** Each calligrapher has his style and technique, yet each of them provides a different artistic approach.

**Movements and rhythms:** The letters and lines should overtake each other according to rhythm; this must be the same, making the text artistic.

The style and appearance of this type of art have acquired some unique style in different cultures; it serves as a certain pledge of preserving the cultural heritage of different peoples. By this kind of art, a person gets an opportunity to introduce their culture and traditions to other peoples while expressing their opinion, feelings, and mental state. Nowadays, calligraphy art finds wide applications not only in handwriting but even in digital design. Now, the role of calligraphy in graphic design and branding has increased and is widely used in logos, promotional materials, and product designs. With the coming of digital technology, new forms and styles of calligraphy are developing, opening up new opportunities in bringing art to new generations. Nowadays, its importance is growing even more, preservation, and development of this art is an important social and aesthetic task. The art of calligraphy is still appreciated for either a study of the culture of writing or as a work of art. Herein, some of the most important aspects concerning modern significance of the art of calligraphy:

**Aesthetic value and cultural heritage:** calligraphy art helps preserve ancient writing and elegant writing styles. Through the art of beautiful calligraphy, in various ways of writing such as Arabic, Latin, among other alphabets, cultural heritage can be passed on to generations. As human history unfolded, so did calligraphy develop as a form of aesthetic expression, and it maintains its aesthetic value even to this day.

**New vision of art and creativity:** today, calligraphy is used in various forms of artistic creation such as graphic design, painting, interior design, and other areas of Modern Art. Calligraphy gives an aesthetic appearance as a beautiful writing art in graphic design, advertising, and exhibitions, making art accessible in a variety of fields.

**As a means of expression and meditation even:** The Art of calligraphy finds its importance as a method of expression of one's self. People express their feelings, the happening of their inner selves through this very art. Calligraphy is also used as meditation because the elegant and beautiful writing requires calmness, attention, and concentration.

Calligraphy as a certain role in education and teaching is widely used in the educational system today. With the help of this art, it is possible to develop the creativity of students and strengthen their memory skills. Calligraphy teaches one how to present writing in such a way that it will be beautiful and readable; it forms such traits in children as patience and a creative approach.

**Digital calligraphy and development of technology:** With the help of digital technologies, calligraphy has been taken ahead. In today's time, various designs can be elaborated by using digital calligraphy applications and equipment. Using the calligraphy methods in creating the digital art and designs combines the new technology with art. Its importance in the commercial field, calligraphy is very important in branding and product design. This ranges from the brand

name, logo, and packaging in the calligraphy style, adding a touch of aesthetic appeal that greatly helps in attracting consumers. In designs, especially in gift and souvenir products, covers, and other related products, calligraphy art is used to give the product an aesthetic and exclusive outlook.

The role of calligraphy in intercultural communication-the Art of calligraphy strengthens the communication and understanding between different cultures: It develops cultural variety and unity, harmonizing various national forms of writing. Familiarity with different writing styles develops intercultural understanding and collaboration, which is of big importance, especially in the areas of Tourism and cultural heritage. Calligraphy art carries an important meaning in intercultural dialogue because it has the power to unite various cultures and traditions together. Every nation has its own peculiar forms of writing, usually reflecting their interesting forms of expression. Calligraphy allows the expression of people's cultural values, their artistic aesthetics, and customs. Below go the main aspects concerning the role of calligraphy in intercultural communication:

1. Promotion of Cultural Heritage - Representative and keeper of the cultural heritage of every nation is art calligraphy. With the use of Arabic, Chinese, and Latin inscriptions, one can reflect people's historic and cultural values. That is one way representatives of other nations introduce their culture. One exhibits different peoples' calligraphic styles at intercultural events, exhibitions, and art festivals; people achieve an exploration and understanding of cultural differences among themselves.
2. It builds mutual respect and understanding: Writing and patterns, expressed through calligraphy, are regarded as a form of art meant to provide aesthetic pleasure for other cultures. This increases mutual respect among peoples. The study and appreciation of identities in the way each nation writes and does its drawings increase cross-cultural understanding and soften the boundaries between cultures.
3. Communication medium through art: The Art of calligraphy communicates through art in itself, even among people who share no common language. Each line, pattern, and form has its own way of telling a story or articulating meaning per se, thereby allowing the connecting of communication through art across languages. Arabic calligraphy, for example, stands for the spiritual and religious side of the Islamic world; Chinese calligraphy stands for the inner philosophy of the East Asian Culture, which then is recognized and acknowledged as a form of cultural asset.
4. Cultural approach through the digital technologies, like the art of calligraphy with the help of the same field and social networks, is spreading all over the world. For the fans of this art, it is an opportunity to be acquainted with and draw inspiration from diverse national writing and pattern styles. Such digital exchange contributes a lot to the people's dialogue and to making cultures closer to each other. With this, different peoples develop intercultural exchange popularizing their culture on an international level.



5. Through the development of multifaceted creative cooperation - the art of calligraphy in intercultural dialogue, creators have the opportunity to create new and original works of art based on their national traditions. It serves the expansion of creative cooperation, the harmonization of the culture of different peoples and the creation of new art forms. Artists who engage in calligraphy combine aesthetic principles of different cultures with specific patterns and writing styles, and these works are perceived as a global cultural property.

6. Strengthening Cultural Cooperation - exhibitions, curricula and art festivals, carried out through the art of calligraphy, enhance cultural cooperation between peoples. Through these activities, people who are far from each other and have a unique culture will also be able to communicate on the same platform. In such a collaborative process, participants will be able to share their culture with others to explore new ideas and get inspiration from each other.

Where modern calligraphy is practiced, there is both the preservation of traditional scripts and the creation of modern styles. Digital design tools opened the new prospect toward which calligraphy has spread-out in the new forms, combining the classical techniques with digital design. Modern calligraphy represents everything from Brush script to digitally influenced styles, including very experimental and free-form approaches. Traditional forms like Gothic and Copperplate are still applied in personalized or artistic forms. Calligraphy is quite a popular art these days, with active online communities and resources. Modern calligraphy graphic design is done for branding. Personal projects show how the mix of historical techniques with individual expression looks. The modern definition of the practice of calligraphy is "the art of giving characters an expressive, harmonious and skillful form."

Writing is one of the aesthetic developments created within the framework of a person's technical skills, speed of transmission, and material limitations, time, and place. A style of writing is described as script, hand or Alphabet. Calligraphy ranges from functional handwritten notes and designs to works of Fine Art where the abstract expression of a handwritten character may or may not alter the reading of letters. By definition, classed calligraphy is also distinct from typography and from non-classical handwriting-even though calligraphy can produce all these; the letters are historically disciplined but fluid and spontaneous, improvised at the time of writing. Calligraphy continued to play a role long after printing in the West, with official documents well into the 18th century being drawn up in deep or holograph form. This revival of calligraphy in the succeeding 19th century was with The Art Nouveau and artistic craft movements. Today, it is also generally commissioned for personal purposes such as wedding invitations, logo design, Memorial documents, etc.

Conclusively, calligraphy serves as a bridge in the establishment of intercultural dialogue. It helps in establishing stronger mutual respect, understanding, and creative cooperation between peoples. For this reason, the art of calligraphy is regarded as important, not only as an artistic form of aesthetic expression but also as a potent tool in promoting international friendship and peace.

### **List of used literature**

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